



# Book Trailer Contest

## GUIDELINES FOR CONTEST ENTRIES

### WHAT'S IT ABOUT?

The Young Adult Library Services Association (YALSA), has announced the finalists for two of its book awards: the Morris Award for the best YA book written by a first-time author and the Nonfiction Award for the best nonfiction book written for teens. Each award has five finalists. We're challenging you to make a book trailer about one of the books. You can learn more at [www.ala.org/yalsa/booklists](http://www.ala.org/yalsa/booklists).

### WHO CAN ENTER THE CONTEST?

Any teen or group of teens (4 maximum) aged 13-18 who has written permission of parent or guardian (13 is the minimum age to register for an online service, like YouTube, which is being used in this contest).

### HOW TO ENTER THE CONTEST?

- ☐ All video entries must be an original work made between December 10, 2009 to January 17, 2010.
- ☐ There is no fee for submitting the entry.
- ☐ Teens may send in one entry per book or group of books. An entry form must be submitted to YALSA, [yalsa@ala.org](mailto:yalsa@ala.org), by midnight on January 29<sup>th</sup>, 2010.
- ☐ Videos must be uploaded to YouTube by midnight on January 17, 2010 and tagged with the words "yalsamorris" or "yalsanf."
- ☐ If you have questions about the contest, please contact Nichole Gilbert at 1 (800) 545-2433 x4387 or [ngilbert@ala.org](mailto:ngilbert@ala.org).

### WHO WINS?

YALSA will organize a member review panel to judge the videos. The review panel will select three finalists and one winner. All decisions made by the review panel are final.

### WHAT DO I WIN?

**ALL ENTRIES** - Every entry will be acknowledged with a certificate.

**FINALISTS** – The videos selected as finalists will appear on YALSA's website, [www.ala.org/yalsa](http://www.ala.org/yalsa) and be shown at the Morris & Nonfiction Award Program & Presentation on Mon. Jan. 18, 2010 at

the ALA Midwinter Meeting in Boston. Each of the finalists will receive a box of books from YALSA.

**THE WINNER(s)** –The winner(s) will receive a box of books and a \$100 gift certificate from a major bookstore, and will be interviewed for a YALS article and press release. The winning video may be used by YALSA in marketing and promotional materials related to the book awards.

### THE FINE PRINT

- ❑ Original work must be created by teens ages 13 -18. Consulting adults is permissible, but the planning, production and selection of subject matter must all be created entirely by the teen(s).
- ❑ The entry form must be submitted through a librarian who is a member of YALSA. Teens and/or teen groups may enter one video each for this contest, though they can work in a group of no more than 4 teens on the project.
- ❑ The video must be a book trailer featuring one or more of the five 2010 Morris finalists or one of the five 2010 YALSA Nonfiction Award finalists.
- ❑ Videos must be uploaded to YouTube by midnight on January 17, 2010 and tagged with the term “yalsanf” for any nonfiction award finalists and “yalsamorris” for any Morris finalists.
- ❑ Video entries should be between 1 to 3 minutes in length.
- ❑ Entries may be live-action, animation, or machinima.
- ❑ Winners will be notified by Feb. 15, 2010. The winning teen or group of teens will receive one \$100 gift certificate to a major bookstore (only one gift certificate is available). The sponsoring librarian will receive \$200 worth of free books, and both will be featured in YALS.
- ❑ Music, images, and video clips integrated into the video must be legally licensed either by obtaining the copyright holder’s permission, using materials licensed through Creative Commons licensing, or using entirely original content created by the teen(s) submitting the project.
- ❑ Contestants agree that YALSA may publish their video and name(s) and may use both in future advertising campaigns and/or marketing materials. Contestants assign all ownership rights, including all intellectual property rights, in and to the video to YALSA. YALSA may alter, modify or revise the video as it sees fit for marketing purposes.
- ❑ Contestants agree to make every effort to be available for a phone interview, and if not able to participate, agree to allow YALSA to use their name and video submission for advertising campaigns and/or marketing materials that may be on the web, in an article, in a press release or other medium announcing the winning entries.
- ❑ YALSA has no obligation to use the winning video for any purpose whatsoever.

- ❑ YALSA is not responsible for any lost, delayed, damaged, misdirected or illegal submissions. No entries will be returned.
- ❑ YALSA may disqualify any entry based on content and/or production.
- ❑ All costs associated with making and submitting a video are the contestant's responsibility. YALSA will not reimburse or be responsible for any costs incurred in the making or submission of any entry.
- ❑ All entries must adhere to the YouTube Community Guidelines, as stated on the YouTube web site at [www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines)

### HOT TIPS

- ❑ Create a video that would entice someone you know to read the book you're featuring in the video.
- ❑ Plug in to your creativity! Connect teens and technology to libraries and/or librarians with your creativity.
- ❑ Each teen, or group of teens, is limited to one entry per book, so make it count!
- ❑ This is an opportunity to share YOUR VOICE, YOUR VIEW.
- ❑ Do your research: learn about YALSA's book awards at [www.ala.org/yalsa/booklists](http://www.ala.org/yalsa/booklists). Find information about the Morris Award at [www.ala.org/morris](http://www.ala.org/morris) and the Nonfiction Award at [www.ala.org/yalsa/nonfiction](http://www.ala.org/yalsa/nonfiction).
- ❑ Never made a book trailer before? Check out these resources to help you:
  - [www.squidoo.com/booktrailers](http://www.squidoo.com/booktrailers)
  - [http://hubpages.com/hub/How to Create A Book Trailer for You Tube](http://hubpages.com/hub/How+to+Create+A+Book+Trailer+for+You+Tube)
  - [www.book-trailers.net/](http://www.book-trailers.net/)
- ❑ While it is acceptable to have adult guidance and supervision in the project, judges want it to be BY teens FOR teens. Adults must be consultants only.

### TAILOR YOUR MESSAGE

**AUDIENCE** – The goal of your video is to encourage people to read the books. Tailor your message to teens; they are the specific audience you wish to reach.

#### **REACHING THE AUDIENCE**

- Judges will be looking for creativity and relevance in communicating a message to teens about the technologies the library has to offer teens and the help that librarians can provide.
- Take a look at your schools and libraries. See how you can attract teens to libraries through technology use? What catches your eye? What would attract other teens to the library and its technology?

- Teen Tech Week is all about getting the word out about all the great technologies available through the library. Make sure your video highlights technology and the library or librarians in a way that is appealing to teens.

## **STEPS TO CREATING A WINNING BOOK TRAILER**

### **Step One: Creating the Ideas**

- ❑ Brainstorm: think about what makes the book compelling and unique and how you could convey that in a video.
- ❑ Work on the scripts and images that can be translated into a clear message. Design a plot or storyline that helps bring out the message in an entertaining way.

### **Step Two: Filming the video**

- ❑ Create a couple of drafts and show them to your friends and ask them whether they feel the message is getting across clearly and in an entertaining way.
- ❑ Include the YALSA logo in your video and be sure to state the name of the award that the book was named a finalist for.

### **Step Three: Editing**

- ❑ Keep the images and editing as simple as possible.
- ❑ Be sure you have not used any copyrighted images or material without obtaining proper permissions.
- ❑ Consider using local talent to compose music, art, etc. for the video production.
- ❑ Make sure scenes are well connected with smooth transition.
- ❑ Make sure your entry follows the guidelines listed here, and upload it to YouTube with the tagged “yalsanf” for any nonfiction award finalists and “yalsamorris” for any Morris finalists..

# YALSA Book Award

## BOOK TRAILER CONTEST ENTRY FORM

(Complete a Contest Entry Form & mail in)

(Please type or print legibly)

**VIDEO DESCRIPTION:** \_\_\_\_\_

**CONTACT INFORMATION:**

Name of Teen(s): \_\_\_\_\_

Librarian's Name: \_\_\_\_\_

Librarian's ALA member # \_\_\_\_\_

Library Address: \_\_\_\_\_  
Street City State Zip

Library Telephone: \_\_\_\_\_ Librarian's E-mail: \_\_\_\_\_

**REQUIRED SIGNATURES:** Each contestant must have parental or guardian consent to participate. YALSA and its agents will be held harmless for any future issues concerning authority of consenting adults or that of contestants. If entering contest as a group, please list all contestants and secure Parent/Guardian's permission for each to participate.

**Participant:** My signature below certifies that I have read the rules and agree to abide by them and that I assign all rights in and to my submission, including all copyright rights and other intellectual property rights, to YALSA. YALSA may publish my submission, publish my name and may use both in future advertising campaigns and/or marketing materials.

**Parent/Guardian:** My signature below certifies that I give permission for the participant to participate in this contest. The participant will abide by the rules set forth in the guidelines and assigns all rights in and to the submission as noted above, to YALSA.

Participant's Name	Participant's Signature	Parent/Guardian's Name	Parent/Guardian's Signature
1.		1.	
2.		2.	
3.		3.	
4.		4.	

**Did you Remember to:**

- Print the names of contestants AND an adult's name (parent or guardian) who is authorized to give permission for each of you to submit your video.
- Include a phone number, e-mail address or mail address for a contact person regarding this video.

**Remember:** all entries must be received by YALSA by midnight January 17, 2010. (Including submission of the entry form and uploading to YouTube.)

**Mail signed entries to:**

YALSA Book Trailer Contest 50 E. Huron St. Chicago, IL 60611

